

University Institutes Partnering for Rural Research and Community Development

Presented at
**Reversing the Tide:
Strategies for Successful Rural Revitalization**

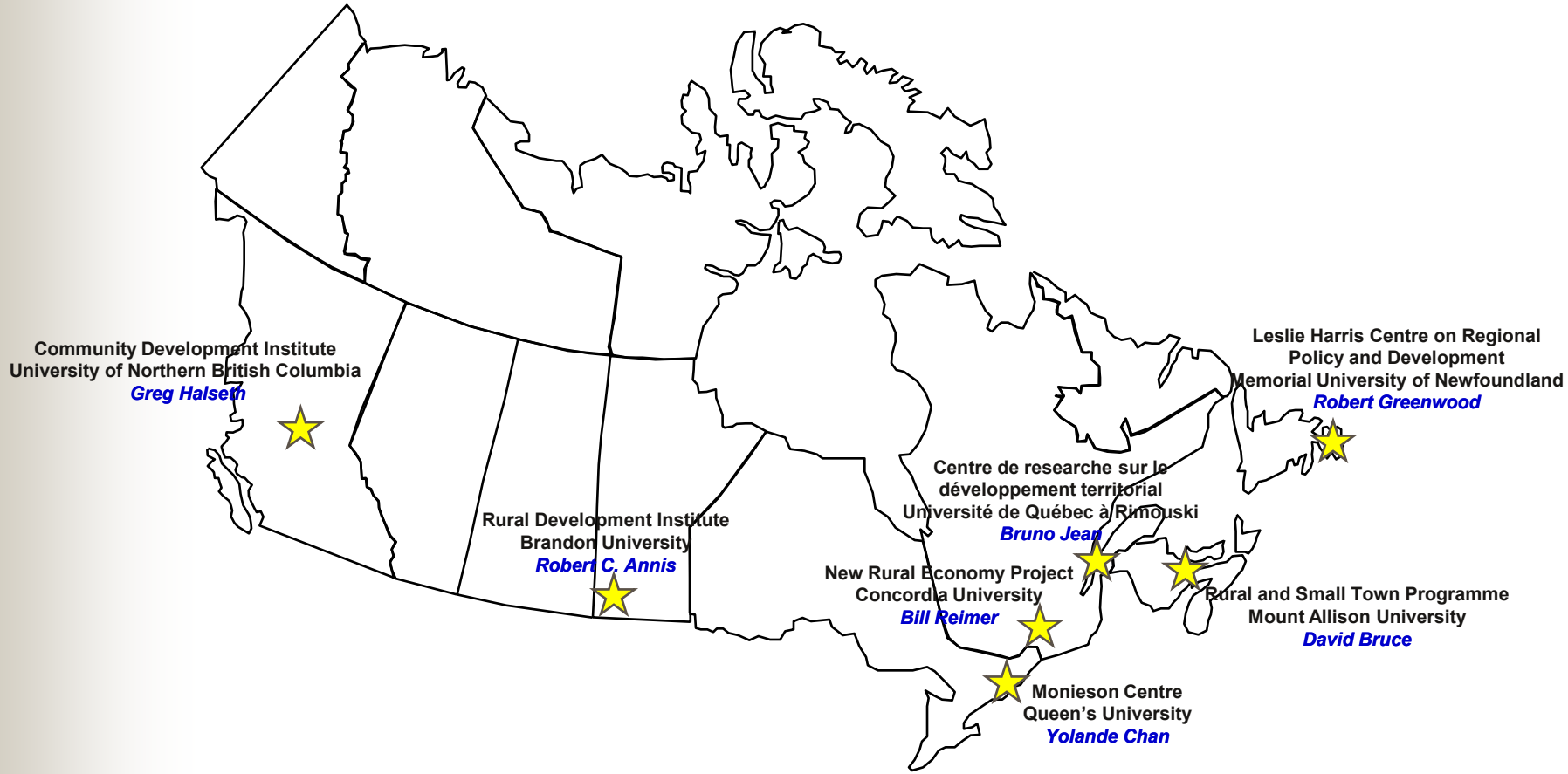
Presented by
**Robert Annis PhD, Director
Rural Development Institute
Brandon University**
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Overview

- **Rural Research Centres in Canada**
- **RDI's approach to rural research and community engagement**
- **RDI's work: illustrative examples**
- **Lessons learned for partnering rural research and community development**
- **Possible roles for University Institutes**
- **Discussion**

Rural Research Centres in Canada



<http://www.brandonu.ca/rdi/researchcentres.asp>



Illustrative Examples

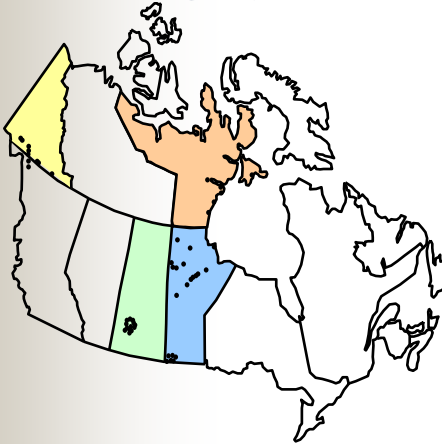
Community Collaboration Model Project

- built collaborative partnerships and processes between communities, governments and academic institutions.

Rural Immigration: Demographics & Temporary Foreign Workers in Brandon & Area

- created a dialogue group to encourage a dynamic exchange between the community, employers, government and researchers.

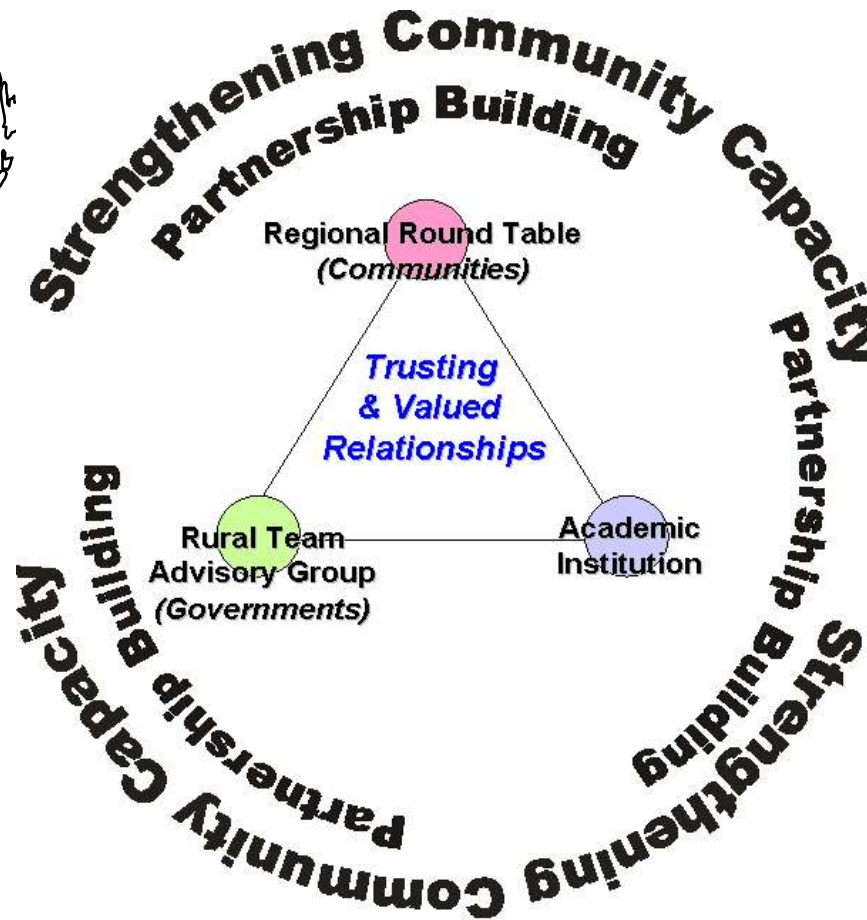
Community Collaboration (CCP) Model Project



85
Communities,
3 Rural
Teams,
& 4 Academic
Institutions

Communities
Saskatchewan, Yukon
& Manitoba/Nunavut.

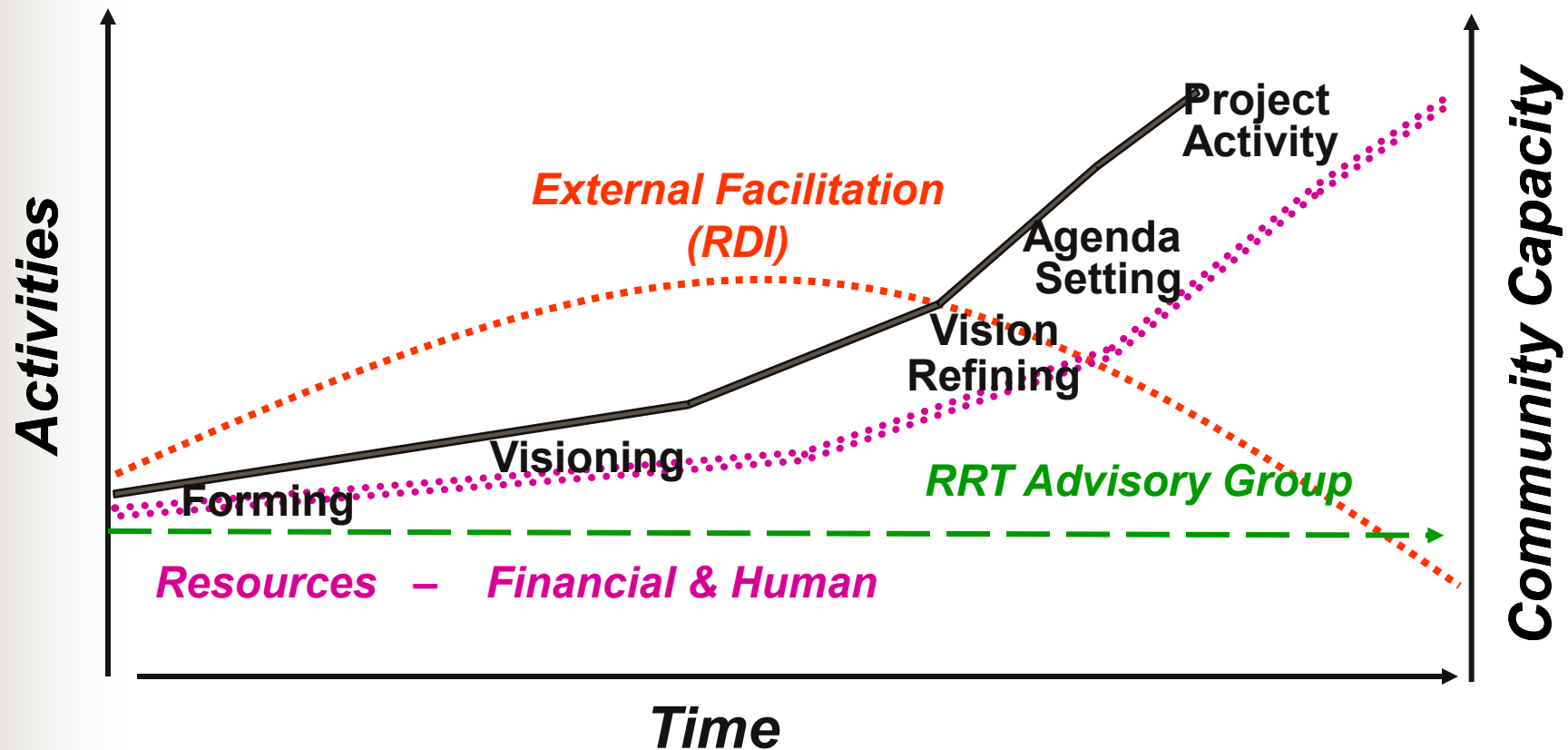
Academic Institutions
Brandon University (RDI),
University of Saskatchewan,
Kwantlen University-College
(Nanaimo BC)
and Yukon College



Governments
Rural Teams in
Saskatchewan,
Yukon & Manitoba



CCP Process



Building Community Capacity

Regional Round Table Projects

Yukon

Bayline - Manitoba

The map shows four regional project areas highlighted in different colors: Yukon (yellow), Bayline - Manitoba (blue), WaterWolf - Saskatchewan (green), and Food Security - Community Gardens (represented by a collage of photos). Blue lines connect the text labels to their respective regions on the map.

Tourism Marketing Partnership

Community Asset Mapping Plan

ASSET MAPPING: PRIMARY TOPICS of INQUIRY

Physical Infrastructure	Health and Social Assets	Economic Opportunity
Build and improve roads Community facilities Public or private assets Recreation Transportation support Housing Water supply	Health care facilities Programs of support Child care Elder care Addiction treatment Mental health services Children, Seniors and Youth Lifelong Learning Cultural, Heritage, Language & Ethnicity	Entrepreneurship New community initiatives Investment and financing Access to credit R&D support Human Resources Training Start-up & support
Business Sector	UNDERLYING THEMES	Community Culture
Business Health & Social Cultural/Heritage Apprenticeship training - green energy Employment training - children services in the youth Entrepreneurship & Partnership	Accessibility, Participation, Associations, Networks	Identity Inclusiveness Sustainability & Landmarks Sustainability practices Community / Partner relations Water quality issues Water availability issues Infrastructure

Land Use Planning

Whitecap Trail

Food Security - Community Gardens

WaterWolf - Saskatchewan

Community Participants' Comments about the CCP Model Experience



The regional round table has helped build understanding between government departments, communities and First Nations. This understanding will be a key asset toward building trust.

This level of cooperation and working together is quite extraordinary.

The value of face-to-face meetings was emphasized by a number of regional round table members.



The regional round table has more influence that we originally recognized.

Now we need to focus on how to use the influence for positive changes in our communities.



Rural Immigration Research Areas and Interests

Demographic Shifts and Population Change

- Utilize traditional data analyses (Statistics Canada).
- Utilize demographic modeling.
- Build an international research network, exploring comparability.

Workplace and Community Experiences

- Explore the implications of an influx of diverse cultures on Brandon and southwestern Manitoba, and in the workplaces.

The Worker

- Explore workers' experiences with the TFW process.

Retention Rates

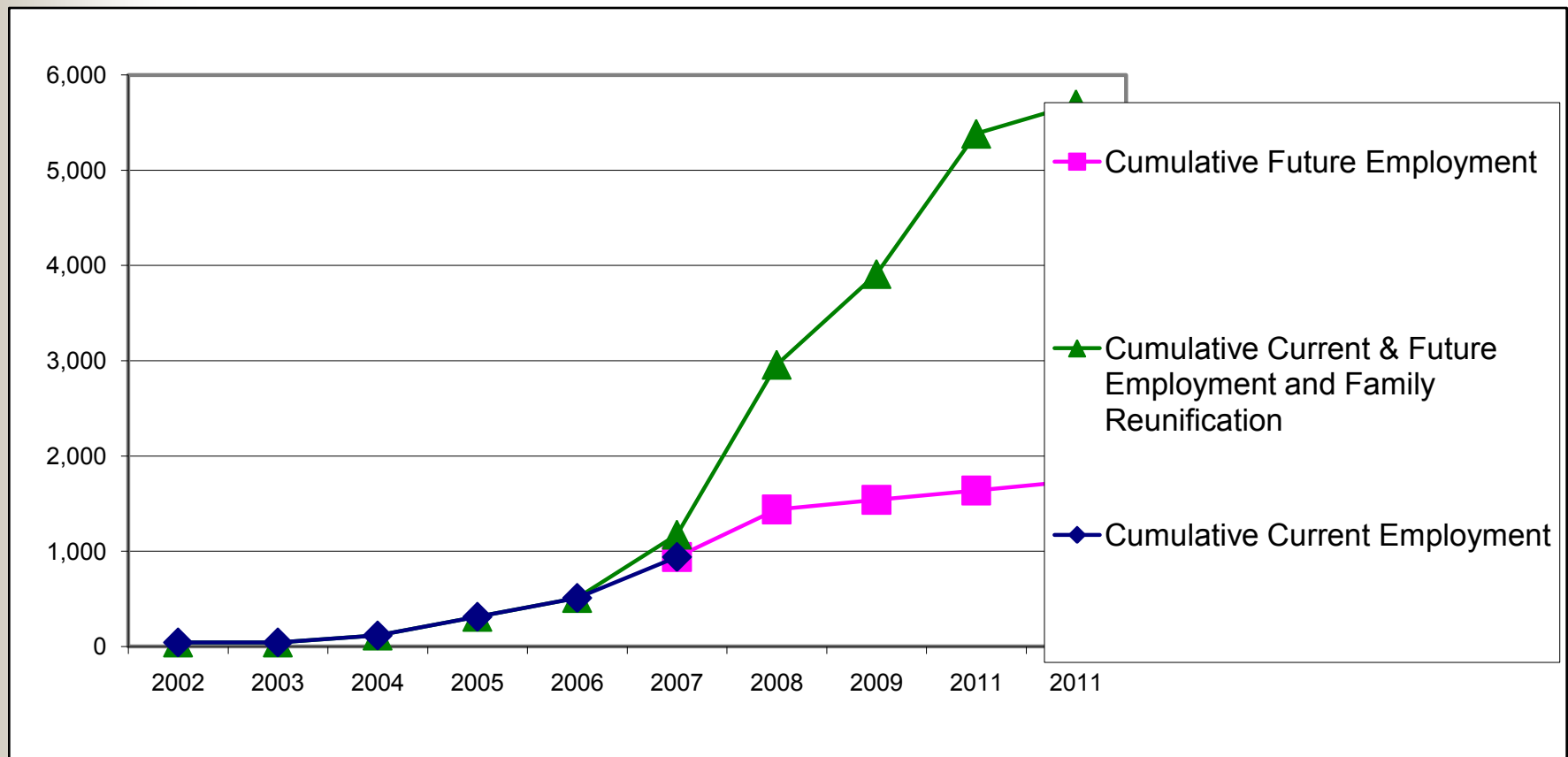
- Explore retention rates in Canada, southwestern Manitoba, and in the workplaces.

Temporary Foreign Workers in rural Canada

- Gain information on the process of recruiting and hiring TFWs.

Temporary Foreign Workers in Brandon & Area

TFW Estimates, 2007-2011 with Estimated Family Arrivals



Source: Economic Development Brandon (2008)

RDI Temporary Foreign Worker Dialogue Group

- Established a multi-sector, discussion group comprised of community, industry, government, & researcher representatives.
- Discussion topics include:
 - Roles & responsibilities of involved stakeholders
 - Recruitment, settlement & retention
 - Implications for smaller centres & service providers
 - Transitioning from TFW to Provincial Nominee
 - Family reunification
 - Community preparedness
- RDI's role extends from process facilitator/recorder, to research contributor and policy advocate

Communication amongst all sectors and stakeholders is critical to developing settlement priorities, service provision strategies, and community programs to successfully react to the influx of newcomers that Brandon is experiencing.



RDI's Lessons Learned: Communities Partnering in Rural Research & Community Development Initiatives

To effectively partner, communities need to:

- **move from competitive to collaborative strategies;**
- **have individuals devoted to and championing partnership and relationship-building efforts who have**
 - **desire**
 - **time, and**
 - **leadership and organizational skills;**
- **be strategic & purposeful in the partnerships and collaborations they enter into;**
- **achieve consensus on their vision, goals & objectives; and**
- **contribute resources.**

RDI's Lessons Learned: Governments Partnering in Rural Research & Community Development Initiatives

To effectively partner, governments need to:

- move from funding deliverables to supporting capacity development;
- better manage files horizontally;
- better manage complex accountability structures;
- have mandates and reporting structures that are flexible enough to work with communities and regions in non-traditional ways:
 - move from *“under the radar”* to *“in the radar”*; and
- be flexible, creative & innovative in program and accountability structures to fit with and adjust to community interests:
 - permission to be creative to accomplish agreed-upon goals.

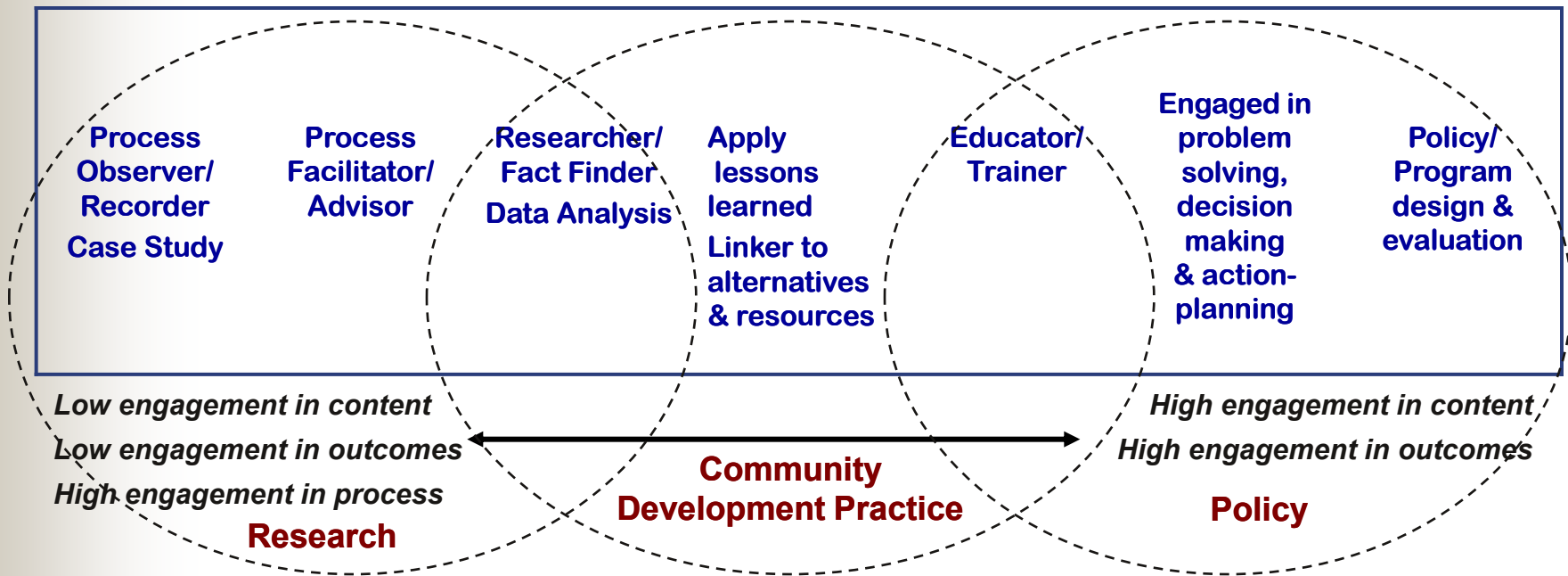


RDI's Lessons Learned: Universities Partnering in Rural Research & Community Development Initiatives

To effectively partner, academic institutions need to:

- **find new and creative ways to engage the human and capital resources of universities and colleges to be more engaged in community development processes;**
- **enable communities to view academic institutions as resources to their efforts;**
- **view communities as something more than research laboratories;**
- **better understand and value community service by:**
 - **refining understanding of how community service is defined when individuals are “judged” for advancement purposes and;**
- **minimize role ambiguity by clearly defining the University Institute's role. Role ambiguity leads to trouble.**

Possible Roles for University Institutes



Collaborative Strategies for Rural Development Require:

- **Development of trusting and valued relationships and partnerships that take**
 - deliberate effort
 - time
 - committed, skilled and sustained leadership.
- **Recognition that building these types of relationships and partnerships are investments that require resources.**
- **Financial resources to develop, maintain and grow these investments.**



Discussion

For Additional Information

Rural Development Institute

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CCP Model Project

<http://www.brandonu.ca/rdi/ccp.asp>

Rural Immigration & Temporary Foreign Workers in Brandon & Area

<http://www.brandonu.ca/organizations/rdi/tfw.asp>

Rural Research Centres

<http://www.brandonu.ca/rdi/researchcentres.asp>